



# ZONING EXAMINER

## REPORT TO MAYOR AND COUNCIL

September 13, 2018

**C9-17-03 Hirsh's Shoes – Broadway Boulevard  
C-1 to HLC-1 (Ward 6)**

### **BACKGROUND**

This is a request by Demion Clinco, of the Tucson Historic Preservation Foundation, on behalf of the property owner, the Tucson Historic Preservation Foundation, to rezone the approximately 4,364 square foot Hirsh's Shoes building from C-1 to HLC-1 (Historic Landmark) zoning. The rezoning site is located at 2934 East Broadway. The Historic Landmark designation request for Hirsh's Shoes does not propose any change of use different from the existing retail/office use at this site.

Land use policy direction for this area is provided by the *Arroyo Chico Area Plan*, the *Broadway-Broadmoor Neighborhood Plan* and *Plan Tucson*.

### **PUBLIC HEARING SUMMARY (Minutes Attached)**

#### ***August 30, 2018 Zoning Examiner Hearing***

Demion Clinco, Tucson Historic Preservation Foundation, spoke in support of the rezoning application at the August 30, 2018 Public Hearing. No one spoke in opposition to the rezoning application. As of the date of the Public Hearing, there were no written approvals and no written protests.

### **FINDINGS OF FACT**

This is a request by Demion Clinco, of the Tucson Historic Preservation Foundation, on behalf of the property owner, the Tucson Historic Preservation Foundation, to rezone the approximately 4,364 square foot Hirsh's Shoes building from C-1 to HLC-1 (Historic Landmark) zoning. The rezoning site is located at 2934 East Broadway. The Historic Landmark designation request for Hirsh's Shoes does not propose any change of use different from the existing retail/office use at this site.

On April 13, 2017, the Tucson Pima County Historic Commission Plans Review Subcommittee (TPCHS PRS) (HL17-02) reviewed the historic landmark nomination proposal for the Hirsh's Shoes building and recommended approval to move forward with the nomination and future request for rezoning to Historic Landmark (HL), with a vote of 5-0 (unanimously).

On the same date, the TPCHC PRS (HL-17-01) voted 5-0 to approve the historic landmark sign designation for the Hirsh's Shoes roof mounted neon letter form sign. The TPCHC

**C9-17-03 Hirsh's Shoes – Broadway Boulevard  
C-1 to HLC-1 (Ward 6)**

found the Treatment Plan in compliance with Classic Historic Landmark Sign in accordance with Chapter 3, Tucson Sign Code, Article, Section 3-71 (Historic Landmark Sign). The intent of the designation is to protect and use best practices for historic preservation.

*Description of the Proposed Historic Landmark* – Hirsh's Shoes is located on Broadway Boulevard. This portion of Broadway Boulevard is commonly referred to as "Sunshine Mile," and consists of commercial, retail and office buildings representing an iconic collection of mid-century modernist architecture developed during the post-war era. To the east is Broadway Village Planned Area Development (PAD). Broadway Village is the first shopping center in Arizona and was designed by Josias Joesler. Broadway Village PAD was recently amended to designate two on-site buildings as Historic Landmarks.

The subject property is compliant with UDC Section 5.8.5, Standards for Establishing or Amending HLs. The nomination proposal prepared by the Tucson Historic Preservation Foundation states that the Hirsh's Shoes building was designed by Bernard "Bernie" Friedman and built in 1954. The building is one-story, constructed of open plan storefront typical of iconic mid-century commercial buildings. The exterior of the property has had minimal alterations and maintains its original integrity and character. The interior of the property possesses many original design elements, including unique details, proportions and geometric features.

*Zoning Descriptions:*

**Commercial Zone (C-1)** This zone provides for general commercial uses that serve the community and region. Residential and select other agriculture, civic, recreational, and utility uses may also be permitted that provide reasonable compatibility with adjoining residential uses.

**Historic Landmark (HLC-1)** The Historic Landmark designation is an overlay zone that imposes standards and procedures that are in addition to those required under the C-1 base zoning standards. Where there is a conflict between the standards of a base district and an overlay district, the standards of the overlay district apply.

*Land Use Plans*– Land use policy direction for this area is provided by the *Arroyo Chico Area Plan*, the *Broadway-Broadmoor Neighborhood Plan* and *Plan Tucson*. The rezoning site is located within a Mixed Use Corridor as identified on the Future Growth Scenario Map of *Plan Tucson*. Mixed Use Corridors primarily consist of a higher-intensity mix of jobs, services, and housing along major streets. The businesses and residences within these corridors will be served by a mix of high-frequency transit options, as well as pedestrian and bicycle facilities. *Plan Tucson* supports overlay districts, such as Historic Landmark designation, as a way to promote the preservation and enhancement of historic structures and districts. The *Arroyo Chico Area Plan* and *Broadway- Broadmoor Neighborhood Plan* both provide policy goals to preserve the integrity of single-family residences, and to provide an environment within the heart of the City which is unique to Tucson.

**C9-17-03 Hirsh's Shoes – Broadway Boulevard  
C-1 to HLC-1 (Ward 6)**

The Historic Landmark designation is a zoning overlay which is added to the base zoning (in this case C-1 zoning) of a specific tract of land or property, but does not change the allowable uses. The purpose of the Historic Landmark designation is to encourage preservation and rehabilitation of significant historical resources. A Historic Landmark is defined as a historic site or structure of the highest historic, cultural, architectural or archaeological importance to Tucson, that if demolished or significantly altered would constitute an irreplaceable loss to the quality and character of Tucson. A Historic Landmark is an outstanding or unique example of architectural style; is associated with a major historic event, activity, or person; or has unique visual quality and identification. A Historic Landmark may be located within the boundaries of or outside a historic district.

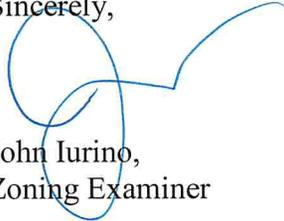
**CONCLUSION**

The *Arroyo Chico Area Plan* and the *Broadway- Broadmoor Neighborhood Plan* support the proposed Historic Landmark designation. *Plan Tucson* supports the preservation of distinctive historic resources for the larger community and the establishment of overlay districts, such as Historic Landmark designation, as a way to promote the preservation and enhancement of historic structures and districts. The requested Historic Landmark designation (HLC-1) is appropriate.

**RECOMMENDATION**

The Zoning Examiner recommends approval of the rezoning to HLC-1.

Sincerely,

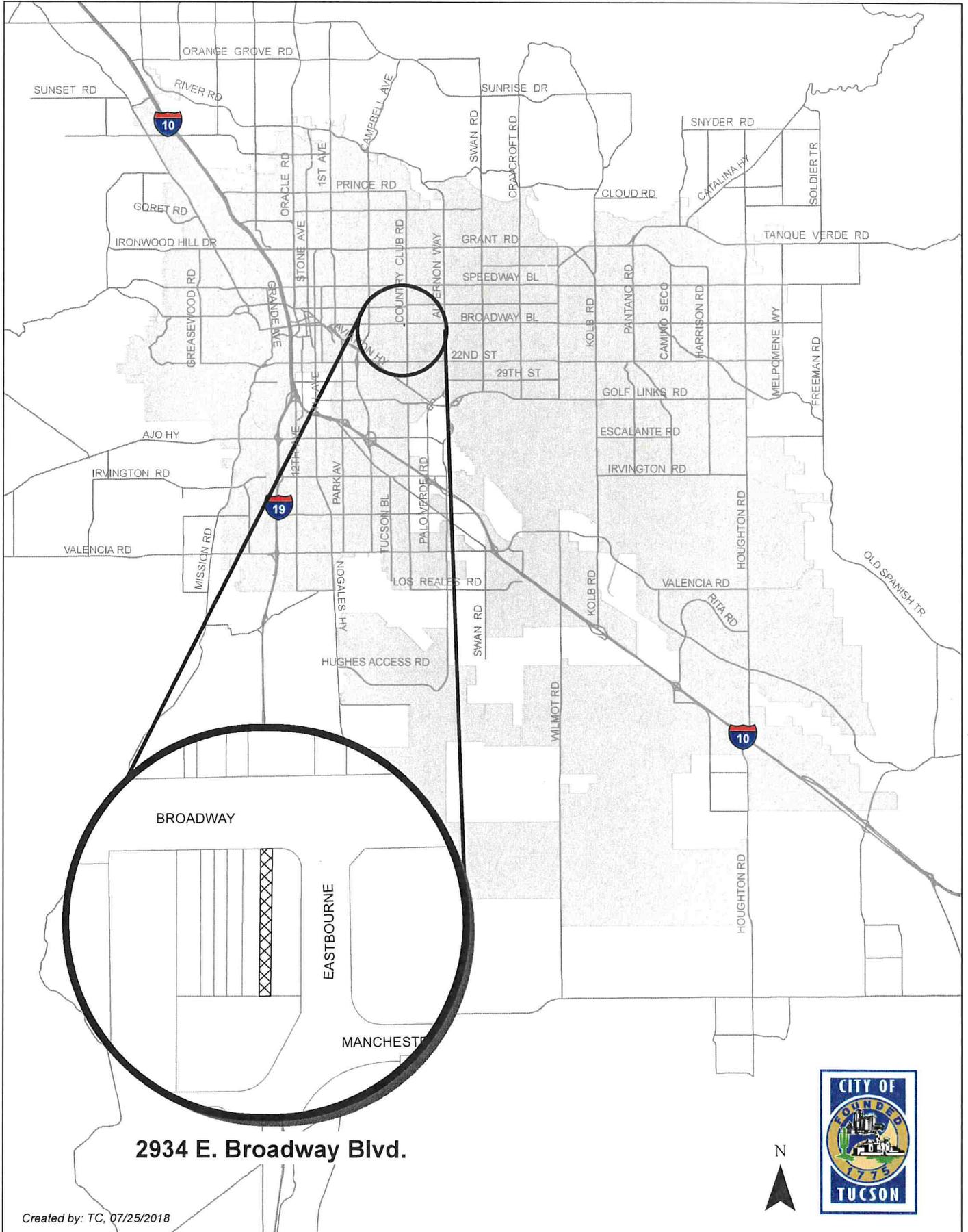


John Iurino,  
Zoning Examiner

**ATTACHMENTS:**

Case Location Map  
Rezoning Case Map  
Public Hearing Minutes

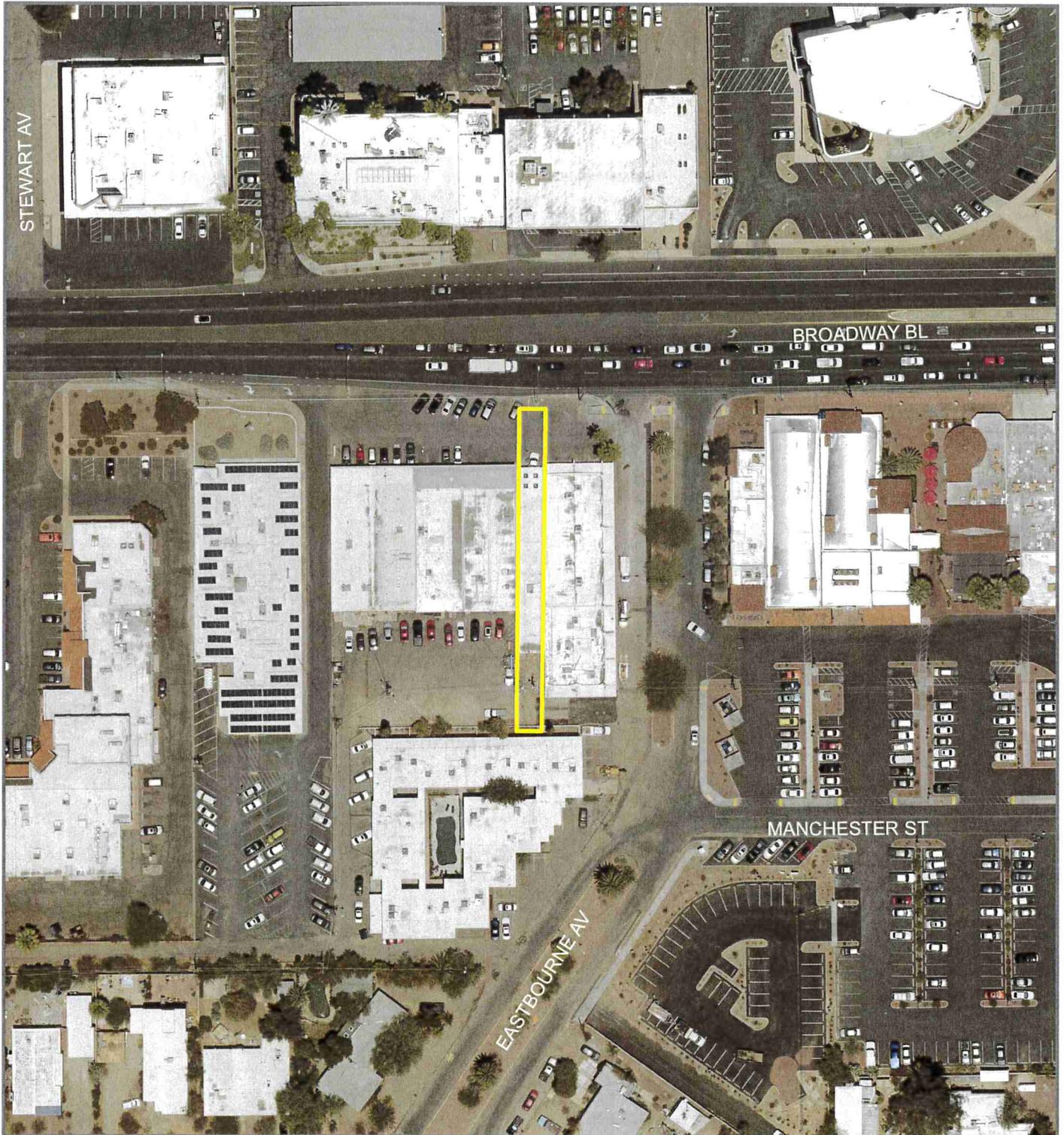
# C9-17-03 Hirsch's Shoes - Broadway Boulevard Rezoning Request: From C-1 to HLC-1 Historic Landmark



**2934 E. Broadway Blvd.**

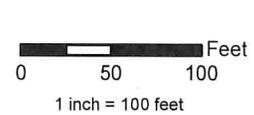
# C9-17-03 Hirsch's Shoes - Broadway Boulevard

Rezoning Request: From C-1 to HLC-1 Historic Landmark



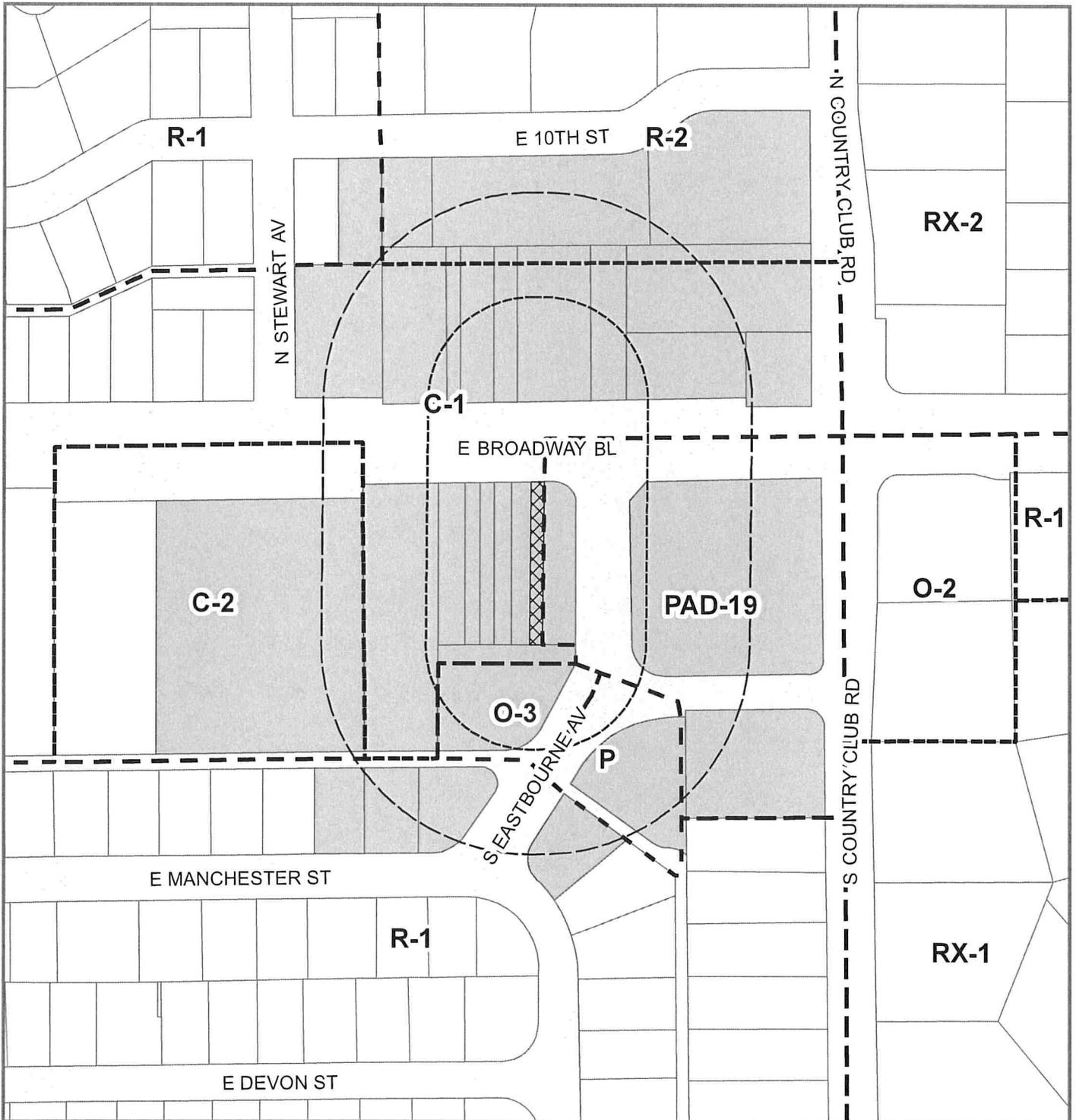
 Area of Rezoning Request: C-1 to HLC-1

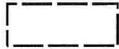
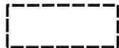
Address: 2934 E. Broadway Blvd.  
Base Maps: Twp.14S Range14E Sec. 17  
Ward: 6



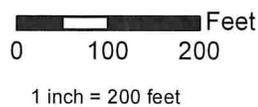
# C9-17-03 Hirsch's Shoes - Broadway Boulevard

Rezoning Request: From C-1 to HLC-1 Historic Landmark



-  Area of Rezoning Request: C-1 to HLC-1
-  Notification Area (300-foot Radius)
-  Protest Area (150-foot Radius)
-  Zone Boundaries
-  Properties Notified

Address: 2934 E. Broadway Blvd.  
 Base Maps: Twp.14S Range14E Sec. 17  
 Ward: 6



ZONING MEMBERS PRESENT:

John Iurino, Zoning Examiner  
John Beall, Planning & Development Services  
Andrea Ochoa, City Recording Clerk

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1                   ZONING EXAMINER: The next case is Case: C9-17-03 Hirsh's  
2 Shoes-Broadway Boulevard, C-1 to HLC-1 Historic Landmark. Mr. Beall,  
3 present the case.

4                   MR. BEALL: This is a request by Demion Clinco of the  
5 Tucson Historic Preservation Foundation on behalf of the property  
6 owner, the Tucson Historic Preservation Foundation to rezone  
7 approximately 4,364 square-foot lot from C-1 to HLC-1 Historic  
8 Landmark zoning.

9                   The rezoning site is located at 2934 East Broadway. The  
10 Historic Landmark designation request for Hirsh's Shoes does not  
11 propose any change of use different from the existing retail office  
12 use at this site.

13                   On April 13<sup>th</sup>, 2017, the Tucson-Pima County Historic  
14 Commission Plans Review Subcommittee reviewed the Historic Landmark  
15 nomination proposal and recommended approval to move forward with the  
16 nomination and future request for rezoning to Historic Landmark with a  
17 vote of five-zero, unanimously.

18                   The nomination proposed prepared by the Tucson Historic  
19 Preservation Foundation states that the Hirsh's Shoes was designed by  
20 Bernard "Bernie" Friedman and built in 1954. The building is one  
21 story constructed of open plan storefront typical of iconic mid-  
22 century commercial buildings.

1           The exterior of the property has had minimal exterior  
2 alterations and maintains its original integrity and character. The  
3 interior of the property possesses many original design elements,  
4 including unique details, proportions and geometrical features.

5           Plan Tucson supports overlay districts such as Historic  
6 Landmark designation as a way to promote the preservation and  
7 enhancement of historic structures in districts.

8           The Arroyo Chico Area Plan and Broadway-Broadmoor  
9 Neighborhood Plan also support proposed Historic Landmark designation,  
10 and along with Plan Tucson the - find different ways to promote  
11 historic structures and districts.

12           Given the importance of its location along Broadway  
13 Boulevard within the post-World War II Sunshine Mile suburban shopping  
14 district and the iconic mid-century commercial storefront design, the  
15 requested historic landmark designation, HLC-1, is appropriate and not  
16 subject to any conditions. As of to date, there's been zero approvals  
17 and zero protests.

18           ZONING EXAMINER: Thank you, Mr. Beall. Mr. Clinco?

19           MR. CLINCO: Good evening.

20           ZONING EXAMINER: Good evening. Would you like to tell me  
21 anything more? Is there any additional informational that you'd  
22 like -

23           MR. CLINCO: I mean, I would like to note that on the  
24 agenda, the name Hirsh's Shoes is misspelled, so, you may want to  
25 correct that for the record.

1 ZONING EXAMINER: Okay.

2 MR. CLINCO: It does not have a "C" in the, in the name.

3 ZONING EXAMINER: Noted.

4 MR. CLINCO: Okay.

5 ZONING EXAMINER: I have sufficient information.

6 MR. CLINCO: Okay. Thank you very much.

7 ZONING EXAMINER: Thank you. The hearing on Case: C9-17-03

8 is closed.

9 (Case: C9-17-03 was closed.)

I hereby certify that, to the best of my ability the foregoing is a true and accurate transcription of the original tape-recorded conversation in the case reference on page 1 above.

Transcription Completed: 09/05/18

*Kathleen R. Krassow*  
KATHLEEN R. KRASSOW - Owner  
M&M Typing Service